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Dear Instructor Horowitz,

Enclosed in the following pages is my Twitter tutorial. I will explain the contents of this tutorial and give you some background information about myself to better allow you to understand why I chose to do a tutorial on Twitter. I have been attending Appalachian State University for quite a few years. I have a bachelor’s degree in criminal justice and a minor in psychology. After graduating I decided I was not happy with the direction in life a criminal justice major would take me and so I decided to go back to school for computer science. I have always had an interest in technology and computers so writing a tutorial for Twitter is in that ecosystem of interests. Ideally, in the future, I would like to get a job as a programmer for an established company and be able to pay of my student loans as soon as possible. That is goal and not for certain but would be the ideal future for me.

I have chosen to write a tutorial for Twitter because I am fairly active in social media and while Twitter is a very simple application it does have some advanced uses and ideas surrounding it. This tutorial is for the absolute beginner and will be much too trivial for any average user of technology or social media. At first glance, Twitter will seem almost pointless to some users at the beginning but with some basic knowledge and step by step instructions it can help clear the fog. Some may wonder how to set up an account or to gain followers the tutorial will cover these topics and a few more. Twitter is a simple social media outlet but can be much more with a little guidance.

Many of the tasks I have included in this tutorial are set up in a linear fashion. One task to the other does follow a normal pathway of the novice twitter user. In some tasks you may need/want to jump around if you are looking for something in specific but for the most part you may follow this tutorial in order from start to finish. I have completed this tutorial in the hopes that my writing skills have not deteriorated in the few years I have not had a writing class. Through taking this course not only do I want my writing skills to return to normal levels but I want them to improve drastically. With your help I hope to accomplish this.

Sincerely,

Jonathan Ward

Twitter Tutorial

By: Jonathan Ward

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**Introduction**

Twitter is a social networking service used by millions of people around the world. According to the “About Twitter, Inc.” page, which can be reached from the Twitter home page, there are 284 million active users tweeting around 500 million Tweets per day. 80% of Twitter active users are on mobile and 77% of accounts are outside the U.S.  On the surface, Twitter, is a very simple online networking service. It is a platform for users to post and read 140 character messages that can be seen by anyone around the world. When you post something this is referred to as a Tweet. It was created in San Francisco California in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass, although Jack Dorsey is the only remaining founder on the Board of directors. Soon after its foundation the very first Tweet was sent out by Twitter’s Mr. Dorsey on March 21st 2006. According to the “About Twitter Inc.” page “Twitter helps you create and share ideas and information instantly, without barriers”. Twitter can be used in a strictly social fashion but it is often used as a business or self-promotion platform. The media also uses Twitter as another outlet of information to the public. Users that are registered can read tweets but are not allowed to Tweet unless they have submitted some basic registration information to Twitter. Twitter is available on many platforms such as Android, iOS, Windows marketplace and through a normal web browser.

**Assumptions**

This tutorial makes a few assumptions about your general tech knowledge. For the purposes of this tutorial it is assumed that:

* You have a functional smartphone with a recent iteration of the Android OS. (2.3+)
* You have Wi-Fi or cellular data plan access.
* You have enough storage space on your device to store the application. (This is specified when you begin to download the Twitter application)
* You have functional email address that you are able to access.
* You are over 13 years of age.

This tutorial covers the basic functions of Twitter and how to get the most out of the social media application. The topics that this tutorial cover are setting up an account, how to tweet, how to delete a tweet, how and why to follow people, and a few other functions that will help you get the most out of Twitter. Topics this tutorial will not cover are using and understanding hashtags, private messaging, posting a URL with tweets, any marketing or business tactics or anything more than a beginner level Twitter introduction.

**Useful Definitions**

Twitter is a simple application but there are few terms that may be unfamiliar to some users. Learning these words and concepts allows for an easier learning experience. The following list will define a few of the words that you are likely to encounter when first using the Twitter application.

**Twitter**:

According to the Twitter support page “Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.”

**Tweet:**

According to the Twitter support page “A Tweet is any message posted to Twitter which may contain photos, videos, links and up to 140 characters of text. Once you've signed up, just type your first Tweet in the update box. We'll even count the characters for you! Click the **Tweet**button to post the update to your profile.”

**ReTweet(RT):**

According to the Twitter support page a Retweet is a Tweet that you have forwarded to your followers.

**Feed:**

According to www.sproutsocial.com, organizational social media software, “A “feed” is any constantly-updating list of tweets or other updates, usually sorted chronologically with the most recent updates appearing at the top. Almost every page on Twitter includes a stream; your home page is a feed of tweets from the people you follow, your profile page is a feed of your tweets, and Twitter’s search results are feeds of tweets containing the searched-for terms.”

**Hashtag:**

www.sproutsocial.com explains, “People on Twitter insert “hashtags” into their tweets to provide context, and to make them easily searchable for people looking for updates on a specific topic. They’re kind of like blog tags. A hashtag is simply a keyword preceded by the hash symbol, like #marketing. Include it in your tweet and anyone who searches for that hashtag will see your updates. This convention is used a little less than it was in the past, but it’s still quite common.”

**Handle:**

According to www.merriam- webster.com a handle is name or nickname used in online forums or other similar settings.

@**Mention:**

www.sproutsocial.com explains “You direct public messages to other Twitter users by inserting an “@” sign immediately followed by their username.

For example, “@SproutSocial Hi there.”

This causes your tweet to also appear in the “@Mentions” section of the target’s Twitter account. A tweet that begins with “@username” will only appear on the home pages of followers who also follow the person you’re referencing, but if you place the @Mention later in your update, it will appear to everyone who’s following you.

**Follower:**

www.sproutsocial.com explains, “On Twitter, you “follow” another user to see his or her updates on your Twitter home page, and they follow you to see yours. This is the basic social relationship of Twitter. If you have more followers, your updates reach and potentially influence more people.

Social connections on Twitter are not symmetrical — that is, even if you follow someone he or she may choose not to follow you back.”

**Trending:**

www.sproutsocial.com explains, “When a term is extremely popular on Twitter at any given moment, it’s “trending.” Twitter’s home page offers a list of trending terms, and even lets you view terms trending in certain locations as opposed to the whole world. When a particular term is much-talked about on Twitter, like a natural disaster or a celebrity who’s just done something notable, that term can said to be “trending,” but the Twitter community is fickle; trends often evaporate as quickly as they appear.”

**Home Screen and Buttons**

Below is Figure 1 which is the top section of the screen you will see most of the time while you are in the Twitter application. It has the main functions of the application and commonly used features laid out in a simple fashion. The numbers below correlate to the numbers beside or below the arrows in the figure. It is a good idea to understand what all of these buttons do before proceeding to the rest of the tutorial.

Starting from the bottom left side and going right:

1. Twitter Icon – No functionality, when tapped.
2. Bell Icon – Your notification area.
3. Message Icon – Your direct messages
4. Person Icon – Find people button.
5. Magnifying Glass Icon – Search button.
6. Three Dot Stack Icon – Access to your Settings.

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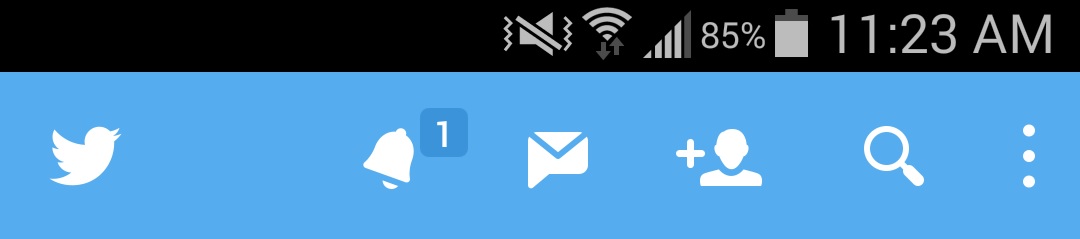


Figure 1. Twitter Main Application Page Header.

Source: Personal Screenshot

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**Task 1 – Downloading Twitter and Setting up an Account**

The very first step that you need to take is to download the Twitter application. This tutorial is specific to Android phones and therefore you will need to access the Android Marketplace. Find the Marketplace application and open it. After it is open, type “Twitter” into the application search box. From there a prompt will appear with instructions to download Twitter to your phone.

The next step to being able to access the Twitter social media application from an Android phone is to register an account. Some basic information is needed to create a new Twitter account, this information is used to identify you. Name, address, username, email address and password fields will populate the screen. After entering those details you can choose from a premade handle (username) or choose one of personal preference, if available.

After you enter and verify that your personal details are correct, a confirmation email will be sent to the email account specified in the previous step. In order for you to be fully register your account be sure the email address you used is accessible and typed in correctly. If the email address contains typos your Twitter account cannot be fully activated. Twitter will send you an email to that specified address. Go to your email inbox and look for an email from Twitter. Open the email and click the verification link. Your account is now confirmed and ready for use.

Immediately after your account is created and confirmed, it is important to update your profile. In the top right corner of the screen, the top menu contains and overflow icon (the icon looks like three dots stacked on top of each other). Select your Profile and then select Edit Profile. Settings are there to allow for ease of access and allow for minor cosmetic changes to font as well as modifications to sound effects. Specifically in this area of the app you can add and manage your accounts, edit your profile, turn on/off sound effects, change your profile picture/and or header, and edit the font size.

**Downloading Twitter and Setting up an Account**

1. Open the Android marketplace application.
2. Search for Twitter.
3. Download Twitter.
4. Open the app and tap the sign up button
5. Wait for verification email.
6. Update your profile and modify preferences.

**Task 2 – How to Post a Tweet**

After task 1 has is complete you are ready to send out your first tweets. You can post from the Twitter homepage or from your cell phone. Although, Twitter is accessible from the web, this tutorial is specifically covering the mobile version.

Some important things to note is that a tweet cannot be longer than 140 characters. The Twitter application keeps track of how many characters you are entering so it is not important to stress over the length being correct or not. As you continue to use tweet more often it almost becomes second nature and you will instinctively know how many more characters you have left. All of your tweets are important and every single tweet that is sent out develops your online personality. Your reputation is important in the real world and the same is true of on Twitter. One of the most important things to remember when starting on twitter is to tweet things that are entertaining, interesting or of some other value to other people.

The main functions that are covered in the following numbered steps include how to post a Tweet, posting a photo with your Tweet, and replying/mentioning a user/tweet. There are a few more features available like tweeting with your location and including URLs in your tweet but these topics will not be covered in this tutorial. If you wish to post a general tweet continue below. If you wish to post a photo with a tweet move on to “Posting a photo with your Tweet” step 1 on page 10. If you wish to mention a user or reply to a user move on to “To @reply or Mention a User” step 1 on page 10 as well.

**Steps to post a Tweet**

1. Tap on what’s happening? From the menu bar at the bottom.
2. Enter your 140-character message. (If you want to post a photo with your tweet, move on to step 5).
3. When you're ready to post your message, tap Tweet.
4. A notification will appear in the status bar on your device and will go away once the Tweet successfully sends.

**Posting a photo with your Tweet**

You may decide you want to post a photo along with your intricately thought out tweet. Also, sometimes a picture will get across a point much better than 140 characters ever could. Images that you upload to Twitter become a part of your personal gallery. Sometimes it is hard to decide what to post but the main thing to focus think about is how you can offer a unique perspective on anything. What do you think your followers want to see? How can I add my own unique perspective or thought to a subject that would interest my followers? Twitter also has a few features to make your photos look even better. There are different filters you can add to your photos along with auto-enhancements but these things will not be covered in the tutorial. Following are the basic instructions on how to post a photo with your tweet.

1. Tap the camera icon to take photo with your phone's camera.
2. You can also tap the photos icon (next to the camera icon) to select an existing photo from your phone's gallery.
3. Once you have taken or selected your photo, you will have the option to apply a filter and crop the image.
4. When you are finished, select Done; the photo will be attached to the Tweet as a pic.tiwtter.com link. You can select up to four photos for a single Tweet.
5. You can tag people in your photo(s) by tapping Who's in this Photo? Type in the full name or @ username and then tap done.

**To @reply or Mention a User**

When a user posts something that you would like to comment on you have to reply to the user. Replying to someone on twitter is similar to replying to someone in an email except for the tiny detail that the reply can be seen by everyone. You may reply to a user as many times as you want and it almost becomes like a miniature chat dialog conversation. When replying to a user you tap on their tweet and hit the reply button. If you wish to simply mention a user without replying to a specific tweet you can refer to them with the ‘@’ symbol. Type their username preceded by that symbol and mention them like normal.

* + 1. From your keyboard, tap the @ symbol and start typing. A drop down list of accounts you follow will appear.
  1. As you type, the list will narrow down possible matches.
  2. When the username you are looking for appears, tap it and it will be populated in the Tweet composer.

**Task 3 – How to Delete a Tweet**

At one point or another you may decide you need to delete a tweet. Whether you changed your mind or simply do not want the tweet out there deleting a tweet is very simple. Although, you can easily delete your tweets, please note that you cannot delete other user’s tweets that appear on your timeline. The Twitter support page explains exactly what happens when a tweet is deleted. When you delete a tweet it is removed from your account and any re-tweets will be removed as well. Another thing to note is that if any user takes your tweet and quotes it, it will not be deleted from that specific user’s tweets. So it is imperative to be very mindful of any tweets that may be controversial or inappropriate if you have a large following.

**To Delete a Tweet**

1. Tap the Tweet you'd like to delete and tap on the trash can icon at the bottom of the Tweet.
2. A message will pop-up with the option to cancel. Tap Delete Tweet.
3. The Tweet will successfully be removed from your profile.

**Task 4 - Finding Accounts to Follow**

After setting up your account and posting your first few tweets it is important to figure out how to follow people on Twitter. You can follow people based on your own interests, because they are a celebrity or whatever. It does not matter the reason. Gathering a following on Twitter is not just a numbers game especially if the account is being used for business purposes. The biggest hurdle to overcome is figuring out who your target audience is. Using hashtags is a simple way to narrow down large list of users and find topics you both are interested in. If they like talking about sports then use the hashtag 'sports' and follow anyone who Tweets interesting things about 'sports'. Also, if you follow people you know you are likely to get followed back. This is the easiest and first thing any new Twitter user should do. Twitter allows you to find people by name or you can browse accounts by topics you find interesting. Twitter also has a “who to follow” section with suggestions based on other people you are following. Twitter for Android phones has a feature to import your contacts from your device and find any friends that are also on Twitter. There is no right or wrong person to follow it is all up to you to mold your Twitter account to your personal preferences. The following is a step by step tutorial on how to find accounts to follow from your Android device.

**Finding Accounts to Follow**

1. In the top menu, tap the person icon (with the plus sign next to it).
2. Tap the import contacts button.
3. Tap OK when the Find your friends prompt appears. This will import your contacts' email addresses and phone numbers to Twitter and bring up a list of accounts for you to follow based on your device's contact list. Twitter also suggests to your contacts that they follow you.

**Note:**

People can only be found by their email address if they have agreed to “Allow users to find me by email” in their settings. Similarly, people can choose to “Let others find me by my phone number” under mobile settings.

**Conclusion**

After completing this tutorial you are now a fairly competent Twitter user. This tutorial explained how to download and install Twitter to your Android phone, how to send /delete a tweet and how to find people to follow. There are many more sites and tutorials out there that go into much more detail and cover more advanced topics. These specific instructions sets in no way cover everything Twitter has to offer but are a great starting point. Twitter is both a powerful tool and an entertaining social media platform and is continuously growing each and every day. With a little more patience and practice you too can become an advanced Twitter user.

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